

AUTOMOBILE SHOW WILL USHER IN A RECORD SEASON FOR SALES

First Automobile Show in Salt Lake is Soon to Open

The first automobile show that has ever been given in Salt Lake will be opened to the public on Saturday next at the Auditorium. The Utah Automobile association, under whose auspices the show is to be given, is sparing no pains to make it a notable affair. It is expected that there will be over 100 different automobiles on exhibition.

The auditorium will have a gala dress, for there has been appropriated \$3,000 for decorations alone. The big hall will be lighted as it possibly never has been before, 35 arcs and 28 gas arcs furnishing the interior illumination. On the top of the McCormick block there is to be an illuminated automobile, 10

by 20 feet in size, with the wheels turning and the "ground" slipping away from underneath.

The McCormick building will be blazing with "chaser" lights and there will be flaming arcs from Main to Richards street. There is to be a huge banner across Main street and a hand both on the street and on the street cars will call attention to the big show.

The exhibition will continue from Feb. 19 to Feb. 26. The admission will be 25 cents except on Tuesday and Friday evenings after 6 p. m. when the price will be 50 cents. W. D. Hishel is the manager of the show and H. C. Dudley the secretary. The show committee of the association consists of L. M. Raymond, Frank Botterill, and S. H. Sharman.

AUTOMOBILE DEALERS AND THEIR MACHINES.

Carl Horst Auto company, Winton, Billie.
Taxicab and Automobile company, Carter, Thor motorcycle.
Tom Botterill, Pierce-Arrow, Chalmers-Detroit, Pope-Hartford, Stevens-Duryea, Hudson, Babcock Electric.
The Motor company, Hupmobile, Moon, Warren-Detroit.
Sharman Automobile company, Stoddard-Dayton, Reo, Maxwell, Aperson.
Studebaker Bros., Studebaker electric, Studebaker truck.
Consolidated Wagon & Machine Co., Franklin, Velle, Overland.
L. J. Gilmer company, American, Cretion-Croton.
Raymond Bracken company, Chardwick, Premier, Jackson.
Utah Motor car company, Packard, Cadillac, Detroit Electric.
A. O. Whitmore, Waverly.
Evans Hewes & Evans, Standard Six.
Randall Dodd company, Thomas, Buick, Oldsmobile, Oakland.

MAIL COLLECTORS USE AUTOMOBILES

Tests in Various States Prove Value Of Cars in Rural Districts.

An exhaustive test recently has been made in Kansas City, Kas., in the collection of mail from 150 street letter boxes scattered over a 31-mile route. By the ordinary method of collection this takes two men and two horses seven hours and 20 minutes to collect. By the use of a steamer one collector went over the route in a little more than one-third the time.

A similar service has been installed in Newton, Mass., a suburb of Boston, and which has astonished the post-office department at Washington both through its financial economy and through the improvement in the service. In this service on the noonday collection a steamer carrying a chauffeur and one collector start at 9:30 and arrive at their starting point again at 12:30, after having covered 35 miles.

On this collection the program is a collection of six boxes on the way to Newton, Lower Falls and any Waban mail addressed to the place is left at that postoffice. Before 10 o'clock the carrier is at Auburndale, in season to forward by train all mail that may be addressed to Boston or beyond. From the boxes he visited last the collector probably has taken mail addressed to postoffices at which he has already collected. He cannot double on his route in order to leave it, but he arranges to connect with a circuit train which practically retraces his route.

An evening collection, which takes up fewer boxes, covers a route of 23 miles in about two and a half hours. Mid-night collection follows, when the car running out from Boston makes a wide sweep of 45 miles, gathers the contents of some 200 letter boxes and returns to the city to unload shortly before 3 o'clock.

On the morning collection one man does the work that otherwise would call for six men.

ESPERANTO CAR.

One of the new motor cars to appear on the streets of Paris is the Esperanto. This does not mean that the machine is of that make. Esperanto is the universal language now in use in Europe, and the sign on the car means that the driver of it speaks Esperanto. The sign is intended to let the tourist in search of transportation know this fact.

OAKLAND CARS ARE NEW TO SALT LAKE

The Oakland cars are new in Salt Lake but are well known in other parts of the country. We have always had confidence in the Oakland. Even before the first Oakland car was built, about three years ago, it was known

We Have Holeproof Sox for the Whole Family

The "Holeproof" line is now complete—sox for men, women and children—all guaranteed. Made of finest sea island yarn—soft and easy to the feet—

Sox for men \$1.50 per box—6 pairs
Hose for Ladies \$2.00 per box—6 pairs
Stockings for children . . \$2.00 per box—6 pairs
Special silk hose for men—three pairs to the box \$2.00 per box

Poulton Madsen Owen & Co.
J. D. OWEN, Manager 245 Main Street

This Freak Picture Destined to Be Reproduced the World Over



AUTOMOBILE 150 FEET IN AIR.

One of the most thrilling and entertaining exhibitions ever witnessed in the state perhaps aside from Paulhan's flight at the fair grounds some time ago, was witnessed by thousands who stood anxiously as the huge crane operated by Jones company at the Hotel Utah, which is said to be the largest ever set up in the State of Utah, raised a Hupmobile 150 feet in mid air Thursday afternoon Mr. A. E. White of the Motor company sat at the wheel and was reflecting into the probability of whether or not his life insurance policy would be paid as he hung suspended in space. As the crowd cheered he raised his

hat, smiled and tossed the horn. All the surrounding windows in the office buildings were filled with spectators. Through the consent of Mr. Norris, supervising architect, the Jones company showed their ability by instantly raising this automobile and swinging it around at will.

The above photograph is an actual reproduction, showing the steel work under construction of the mammoth Hotel Utah, which promises to be the greatest hotel in the west. In the background is seen the temple. Mr. A. F. Savage, of the Motor company, who took this remarkable picture said:

"This is certainly conclusive evidence that the Hupmobile stands as high in the estimation of its owners

and operators as it hung there suspended in the air. During my automobile career I have operated a great many cars of different makes, but it is certainly the most remarkable car I have ever driven. I consider this picture a most remarkable one, and one who appreciates and is familiar with photography will certainly enjoy looking this over thoroughly."

"If you will notice closely you can readily see and read the descriptive matter engraved on the stone on the temple. You can also see the rivets distinctly in the massive steel work that stands before you. With a signal from the mechanic standing in the car it was instantly lowered to the ground and the Hupmobile as usual speedily on its way."

HASTY SELECTION OF MACHINE WRONG

Perfection in Parts Is Often Life Saver—Warning Words for Prospective Buyers.

The history of the inception and gradual development of the automobile is a record of constant advancement in design, material and construction. In no other field of industrial achievement do we find such rapid and steady progress, and because of the concentration of many active, energetic faculties, we have today the practical motor car and its perfected accessories. Its steady and triumphant march and its evolution from a so-called fad to the foundation of a great and permanent industry are almost beyond belief. Every year has furnished new and distinctive ideas and improvements.

No one appreciates the development of the automobile so well as those manufacturers of cars and accessories who have been closely associated with the automobile since its inception. They can readily recall the adverse days when a trip from New York to Yonkers in a nerve-racking three-wheeled contraption called a "motor car" was regarded as a wonderful achievement. They remember, also, that such a trip necessitated a complete and thorough overhauling of the entire mechanism before it could be used again with safety. This is not much over a decade ago, yet the automobile and its accessories have reached a degree of perfection not even dreamed of at that time.

During the few intervening years the manufacturers have had but one thought in mind—"perfection." There has been a laudable ambition to achieve a high standard and to maintain it, and while the builders of automobiles have not yet quite succeeded in producing the ideal motor car—the standard motor car—the manufacturers of the leading automobile accessories have brought their products to the highest possible state of efficiency and perfection. They have arrived at their goal more quickly because they have had a line of lesser resistance along which to work.

It is a noticeable fact that prospective purchasers of motor cars will spend weeks—sometimes months in selecting a car, yet they fail to give the same care to the purchase of its accessory equipment. As a matter of fact, accessories can either "make or break" a car. The finest engine in the world can be easily ruined with cheap oil. The best motor built will not deliver its full power unless the ignition system is of the highest quality. The importance of perfect equipment cannot be overestimated.

For years the leading accessory builders have been devoting their efforts toward improving their products until they have now reached what may reasonably be called perfection. But, as in many other fields of endeavor, unfair and unscrupulous competition has stepped in and attempted to capture some portion of the accessory business by questionable methods, infringing on patents and imitation.

A MOTOR PROBLEM.

S. A. Miles, the efficient general manager of the National Association of Automobile Manufacturers, gave, at a recent banquet of New York authorities, an amusing problem about speed.

Mr. Miles' problem was: "How fast was the automobile really going?" And these were the conditions from which a solution was to be drawn:

Chauffeur's private opinion 12 miles.
His opinion when talking to 15
his girl 25 miles.
His opinion in court 50 miles.
Farmer's opinion when col- 60
luded with 75 miles.
Farmer's opinion in court 75 miles.
Maker's guaranteed speed 15 miles.

MOTOR INDUSTRY IS BOON TO RAILROADS

Millions of Dollars Paid Annually in Freight on Motor Vehicles.

That the railroads have had an immense business from the automobile industry, both through the shipment of machines from the factories and by the stimulus given allied industries, is generally acknowledged.

The carriers have profited largely by the development of the automobile industry in this country. They naturally profit through the success and extensive shipment of any industry, but this one is exceptionally productive of revenue for the railroads.

An automobile factory will pay the carriers for from five to ten times as many freight cars, and at much higher rates, than a factory producing an equal number of horse-drawn vehicles. It is expected that something like 100,000 carloads will leave the factories this season.

These shipments, of course, originate over a scattered territory and move to all parts of the country. If New York to Chicago could be considered the average distance hauled it would indicate that the carriers will earn on them about \$3,000,000. Taking Detroit and New York as the average distance, the carriers would earn about \$6,000,000. The factories that produce in large quantities give the carriers each day for a considerable portion of the year enough loaded cars to make up a good-sized freight train.

In addition to the machines shipped direct from the factories, the railroads carry thousands of shipments to and from the factories, and hundreds of machines sold and shipments made by owners and tourists.

Thousands of tons of coal, material and supplies are hauled monthly to the factories by the railroads, and hundreds of other factories engaged in the manufacture of parts and sundries are supported, all producers for the carriers. The express companies have done an immense business with the automobile factories, amounting to about \$1,000,000 per year, a large part of which is on factory supplies and sundries. Hundreds of thousands of travelers use the passenger service annually through their interest in exhibitions, races, etc., inaugurated by this industry.

The total amount of money invested and kept in circulation is enormous and creates business for the carriers in every department of their service. Statistics show that about one-half of those who entered the manufacturing field have discontinued. To those who persevered the railroads are indebted for an immense addition to their high-class business within the last 10 years.

MOTOR CARS AS AIDS TO SOUTH POLE HUNT

Interviews with Lieut. Shackleton, the British explorer, since his return from the south polar expedition, have revealed his strong belief in the advantages of motor transport for exploration work of this kind. The special car which he took with him did good service, and had the vehicle been of the sledge instead of the wheel type it would have been used for the final stages of the journey over the soft snow of the Barrier.

The new British antarctic expedition, in charge of Capt. Scott, will be provided with motor sledges, but details of their construction are not yet available.

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GLASSY MOTOR CAR RACES ARE CARDED

Seven Thousand Dollars in Prizes to be Given at Los Angeles Meet.

Los Angeles, Feb. 11.—Thirty-seven races have been carded by Manager Moskovich of the Los Angeles Motor-drome for the speed carnival which is to inaugurate the formal opening of the pie pan motor track at Playa del Rey, which is expected to be the home of all motor track records in the near future.

Cash prizes aggregating \$7,000 are to be awarded the successful drivers, who to win will probably pilot their demon racing cars at a greater speed than has ever been registered on any track in the world. A large list of handsome cups and trophies is also hung up for the winners in the amateur and shorter distance events.

Practically all the great motor drivers of the country are expected to be on hand with newer and faster cars than they have used in their previous record-breaking performances, to compete for the handsome prizes. Robertson, Strang, De Palma, Chevrolet, Burman and Harroun are already signed to compete.

Barney Oldfield, king of circular track drivers, is also expected to compete. The great Benz pilot, who rode into world's records at Ascat Park recently, is waiting to receive more satisfactory inducements from the motordrome promoters. Barney has an investment of motor cars representing \$25,000. He also maintains a stable of fast drivers and drives independent of any factory.

De Palma, Strang and Robertson, on the other hand, work on fancy salaries received direct from the factories, and they can afford to come West and compete at a much lower figure than can Oldfield. Barney was enthusiastic over the plans of the motordrome before he left for New Orleans. Undoubtedly he will appear in the opening events and should be right at home in the fast company.

THE STAR EVENT.

The grand prize of the opening meet will be the 100 mile derby for stock chassis cars, the winner of which is to receive a trophy and \$1,000 cash. This event will undoubtedly draw into competition all the noted pilots, and all records for the century course will probably be shattered. Three other cash prizes, ranging from \$500 to \$200 are to be given the place winners.

The one mile time trials will also furnish a display of motor speed greater than any ever registered before. With De Palma in the Fiat, and probably Oldfield in the Benz, all records for the distance should be broken. If the predictions of the promoters are realized, the mile records will be made as low as 35 seconds, as the track is built for a speed of 100 m. p. by the power of the car and the nerve of the driver.

There is also to be a 100 mile derby for cars of less power, for which cash prizes ranging from \$300 to \$100 are to be offered. A feature of the races will be the handicapping of the various entries to insure close finishes. Chairman A. A. McMurry of the technical board of the A. A. A. is expected to have charge of the handicapping, and his intimate knowledge of what each car can and should do in a race will be invaluable in arranging the drawings of the events.

F. J. Wagner, the official starter of the A. A. A., has been secured to handle the flag at the opening meet, and his presence should add greatly to the efficiency of handling the events and drivers. Chairman Butler of the contest board of the A. A. A. is also counted on to attend the meet, and if so will act as referee. The timing is to be in charge of C. S. Warner, the inventor of the electrical timing device.

Many Points to be Studied In Purchasing a Motor Car

Automobile buyers these days are learning that a car suitable for one purpose is not necessarily suitable for another, and types have been evolved with reference to many special uses. Design and construction are so far standardized that the purchaser, unless he looks into the materials and the record of the maker, is liable to be confused.

If the right choice is made he can get a car which, mile for mile, will cost no more than a horse. The knowing purchaser's choice resolves itself around the question of carrying capacity, speed, convenience and taste in body style, supplemented by his mechanical knowledge of the car.

When buying a car it is a good idea to choose along the following lines: See that the car seats the number of passengers desired and seats them comfortably. Comfort is the prime requisite in a car. Observe whether the car has sufficient power to carry its load at the required speed and that it picks up speed and is able to negotiate hills on

high gear without pounding or undue effort.

Quietness and lack of vibration are the first items in economy of upkeep. Note the flexibility in the range of speeds on the throttle without changing gears—how slowly it will run on high gear without the clutch slipping. Flexibility is most important, as by virtue of it gear changing is avoided and the car is enabled to cover a greater distance in a given time.

A good motor should be able to accelerate and pick up speed on high gear almost at a touch. A sluggish motor is dangerous, as there are often times when quick and immediate action is necessary. The engine should start at a turn of the crank.

General appearance, comfort and durability are points that can easily be judged by the reputation of the makers. Beauty of body lines and upholstery are external points which mark the high grade car and can never be faked. Last and not least is the care of the car after its purchase. Will the firm stand back of its product and give prompt and cheerful service when a repair part is needed?

Motor Relic of Old Days Object of General Interest

Stored away in an old barn at Hollis, Me., is the first automobile ever built in that state. This is the famous "steam road engine," built by Levi Fletcher some 10 or 15 years ago. He conceived the idea of a carriage running along the roads without horses, and quietly went to work on it. He had never seen an automobile nor heard of one, as there were only a few in existence at that time.

When he had secured the requisite amount of material he assembled the parts, the "steam road carriage" was the result. It was not a slightly

looking contrivance, but the principle was right, and it ran. It made excellent progress down a grade, but when it struck a hill there was absolutely "nothing doing." Repairs and alterations were made, and the carriage was so fixed up that he could spin along a country road at a fair rate of speed, but it always balked at hills.

One day Fletcher was putting about the machine when he saw a real automobile go by. He dropped his tools and went into the house. He never again touched his steam carriage, and seemed to lose all interest in life. It is said he died of a broken heart.

FINE EXHIBIT OF RANDALL-DODD CO.

The exhibition of the Randall-Dodd Auto Co., at the automobile show, will include a model "M" 6-40 Thomas Flyer. This car will be the regular stock 6-40 Thomas Flyer, and sells at \$2,500 f. o. b. factory, and has the full equipment, which includes top, glass front, full set of lamps and speedometer. A number of the 1910s have been delivered already, and many more are en route. The largest car of the Thomas Flyer will be represented by the model "K" 6-70 touring car. This is the largest one of the Thomas products, and several have been delivered among which are the ones delivered to Tex Rickard and Ellis Freed. This car has the full equipment and is one of the finest looking cars that has ever been shipped into the country.

The "Olds" motor cars will be represented by the two models which have been extremely popular. The large car that will be shown will be the "Olds Limited." The "Olds Limited" has created a new standard of luxury in motoring.

The combination of the smooth running six-cylinder "Oldsmobile" engine, improved spring-suspension and large 42-inch tires, produces the easiest riding car ever built. The limited literally glides over large inequalities of road surface and absorbs all minor shocks.

Greatest economy as well as greatest luxury, is an important attribute of the "Oldsmobile Limited." This year the Limited will be produced in four styles: roadster, coupe, sedan and limousine, as well as the seven passenger touring

body. In the four cylinder "Olds" will be shown the Olds Special, with some new features over last year's production.

The increased length of wheel-base on the "Special" touring cars adds to the tonneau space and allows ample room for seven passengers. The folding auxiliary seats are convenient and comfortable. The wide door and wide aluminum covered locker facilitate ease of entry and add grace to the design of the car.

With the increased wheel-base, larger tires and improved spring suspension, the riding qualities have been brought to a perfection of luxury not reached before.

The Oldsmobile motor has offered but scant opportunity for improvement for 1910; an appreciation of quality already high has decreed but the most conservative change to insure the silent powerful features of the motor. A new selective transmission, with four speeds and reverse, is now the regular equipment. The low and intermediate gears are unusually quiet, positive and easy of operation.

The famous and popular "Buicks" will be represented by three models. First will be the large Buick, the model "17," the winner of the Cobe Trophy race last year and 80 per cent of all the other races in America. This car sells for \$1,750 at the factory, and is a high class production at a low price. The runabout Buick will be represented in the model "16." This car is fast, has racy lines and is approved by all owners, and sells for \$1,750 f. o. b. factory.

In the smaller Buick there will be shown the model "10" toy tonneau. This car meets with the demand for a small touring car and sells for \$1,150 at the factory.

AYER'S HAIR VIGOR
Hair falling out? Troubled with dandruff? Want more hair? An elegant dressing?
Ingredients: Sulphur, Glycerin, Quinine, Sodium Chloride, Opesum, Bage, Alcohol, Water, Perfume.
We believe doctors endorse this formula, or we would not put it up.
Does not Color the Hair
J. C. AYER COMPANY, Lowell, Mass.

"ADAM"

This does not refer to our earliest ancestor but to a very beautiful pattern of flatware carried exclusively by us in Salt Lake.

We do not know why the makers should call the pattern "Adam" unless they think it should be recognized first in beauty of all others as Adam was first of all beauties in his day, but as Adam had no rivals for fine looks he had a far less handicap for honors than has our silverware pattern and not nearly as much credit if he won the first prize at a beauty show.

The Adam design of silver excels in all ways—grace, beauty, strength and quality—and best of all is sold at a poor man's price.

We are the largest distributors of sterling silver wares in the inter-mountain country and this year have added largely to that department and give our patrons an unusually comprehensive stock from which to select. Bear it in mind and come and see how you like "Adam."

Phone 65 for the Correct Time.

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SALT LAKE CITY